

## Message Text

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42

ACTION EUR-12

INFO OCT-01 ISO-00 EB-06 RSC-01 /020 W

----- 038129

R 081345Z NOV 74

FM AMEMBASSY OSLO

TO USDOC WASHDC

INFO AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY STOCKHOLM

SECSTATE WASHDC 8938

UNCLAS OSLO 4957

E.O. 11652: N/A

TAGS: BEXP, NO

SUBJECT: CATALOG EXHIBITION: FINAL REPORT

REF: STATE A-9166, SEPTEMBER 9, 1972

USDOC FOR OIM; STOCKHOLM FOR TRADE CENTER

1. TITLE: "SHIPBOARD, PORT AND MARINE EQUIPMENT CATALOG EXHIBIT" (PROMOTED LOCALLY AS "SHIPBUILDING AND MARITIME EQUIPMENT CATALOG EXHIBITION")

2. PLACE: AMERICAN EMBASSY, OSLO, NORWAY, NOVEMBER 5--7

3. NUMBER OF FIRMS: 94

4. VISITORS: (A) REGISTERED-84; (B) TOTAL-113; (CL PREVIEW RECEPTION- 65 (ESTIMATE).

5. TRADE LEADS DEVELOPED: 561

6. EXHIBITING FIRMS RECEIVING INQUIRIES: 91

7. COMMENTS: IN TERMS OF QUALITY OF AGENT/DISTRIBUTOR PROSPECTS ATTENDING AND REPRESENTATION LEADS DEVELOPED, THIS SHOW WAS QUITE SUCCESSFUL. VIRTUALLY UNCLASSIFIED

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ALL IMPORTANT AGENT/DISTRIBUTOR PROSPECTS IN OSLO AREA

ATTENDED. HOWEVER, WE WERE LESS SUCCESSFUL IN ATTRACTING THE TRADITIONALLY SECRETIVE SHIPOWNERS, WHO HAVE ALWAYS BEEN RELUCTANT TO ATTEND PROMOTIONAL EVENTS SUCH AS THIS (WITH THE EXCEPTION OF NORSHIPPING EXHIBITION), PREFERRING TO BE CALLED UPON IN THEIR OWN OFFICES. THOSE SHIPOWNER REPRESENTATIVES WE WERE ABLE TO IDENTIFY COULD NOT BE CAJOLED INTO REGISTERING; HOWEVER WE OBSERVED THEY SPENT A CONSIDERABLE AMOUNT OF TIME AT THE SHOW AND TOOK COPIOUS NOTES. PRESS COVERAGE-AN EIGHT COLUMN-INCH STORY APPEARED ON THE SECOND DAY OF EXHIBITION IN NORWAY'S LEADING BUSINESS/SHIPPING DAILY (NORWEGIAN JOURNAL OF COMMERCE AND SHIPPING), AND FORTHCOMING ISSUE OF MONTHLY SHIPPING PERIODICAL (NORWEGIAN SHIPPING NEWS) IS EXPECTED TO CARRY STORY ON EXHIBITION, STRESSING RENEWED INTEREST OF US MARITIME EQUIPMENT AND SHIPBUILDING INDUSTRIES IN THE IMPORTANT NORWEGIAN MARITIME MARKET. VISITOR REACTION WAS UNIFORMLY POSITIVE BOTH WITH REGARD TO CONCEPT OF CATALOG SHOW ("VERY EFFICIENT MEANS OF INTRODUCING NEW FIRMS") AND TO THE "HOMEMAKE" DESIGN AND LAYOUT ("SIMPLE, ATTRACTIVE DECOR"). HIGH PRAISE IS DUE TREVOR LEWIS-JONES, INDUSTRY REPRESENTATIVE, WHOSE PRESENCE WAS A DEFINITE PLUS. ALL IN ALL, EMBASSY IS VERY PLEASED WITH RESULTS AND ENTHUSIASTIC SUPPORTER OF CATALOG SHOW CONCEPT.

BYRNE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 08 NOV 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Reference:** STATE A-9166, SEPTEMBER 9, 1972  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** golinofr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 13 NOV 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <13 NOV 2002 by WorrelSW>; APPROVED <26 NOV 2002 by golinofr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
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**Subject:** CATALOG EXHIBITION: FINAL REPORT  
**TAGS:** BEXP, NO  
**To:** COM  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005